

Enright Melanoma Foundation

Request for Proposal
For
Website Developer

The Goal: We seek to become the premiere agency in NJ for students and other individuals/groups to go to when seeking interactive education about melanoma and other skin cancers. In this project we will provide an online, measurable, educational mechanism to teach students about the dangers of melanoma skin cancer. We will increase outreach to the student population in a format that is appealing and easy to use.

Scope: The Enright Melanoma Foundation has secured a grant from a major health corporation for the creation of the Enright Sunshine Safety Certification Program. This will be a web-based, online, interactive, education course, to be accessible through the existing Enright Melanoma Foundation website. The Enright Sunshine Safety Certification Program will include:

- An online education course (prototype completed in WORD format)
- A test-taking component that will automatically provide a grade
- Feedback and incorrect answers provided
- Contain multi-media components, such as short film clips
- The ability to collect contact information about the student test-taker, to include name, address, email, organization/school,etc.
- Ability to track who is taking the online course, who has passed/failed
- Ability to print a certificate upon completion
- Ability to capture any comments or stories
- Technical support for product

Time Period: This is a time sensitive project. Seeking to have a finished product no later than May 15, 2013, with preference for completion by April 30, 2013.

Proposal Due Date: Wednesday, April 10, 2013 (Question received no later than Monday, April 8, 2013)

Proposal to be Granted by: Friday, April 12, 2013

Foundation Overview: The Enright Melanoma Foundation, a private nonprofit 501(c) (3) organization, is dedicated to educating the community about melanoma and other skin cancers, as well as working with medical professionals to prevent this deadly skin cancer. A doctor led, people focused organization, our programs focus on health through education, by teaching about the prevention, early detection and care of melanoma cancers through workshops and lectures across New Jersey. The Enright Melanoma Foundation served over 3,000 individuals in 2012.

Deliverables:

- Completed web-based Enright Sunshine Safety Certification Program
- Technical Support for product created

Metrics: In order to measure success, we will need to track:

- Quantifying content:
 - Who is using the online education course (students from schools, organizations, etc.)
 - Contact information of those participating in the program
 - Number of student participants
 - Number of pass/fail

Requirements: Proven expertise in web development

Budget: Please provide cost proposal to accomplish scope outlined above. The budget must encompass all design, production, implementation and training necessary for the development and maintenance of this online project.

Email proposals by 5:00pm on Wednesday April 10th to:

Janet Horowitz, Executive Director
Enright Melanoma Foundation
janet@josephenrightfoundation.org

Questions by 5:00pm by Monday, April 8th:

(908) 464-0277 or (973) 960-6941